Monarch

R.J. Reynolds Tobacco Company Presents
September '97 **MONARCH** DPC PROMOTION

Account: **Middlesex Tobacco #423360**

Brand Promotion	*Monarch* 30 off per pack 4 carton display

Display Packing

1 ctn Monarch Full Flavor 100s
1 ctn Monarch Lights 100s
1 ctn Monarch Ultra Light 100s
1 ctn Monarch Lights Menthol 100s

Disc Reporting

- Assign unique item #s to each style Monarch .30 off per pack discounted product:
  - ⇒ one discounted carton of Monarch Full Flavor 100s at 200 sticks
  - ⇒ one discounted carton of Monarch Lights 100s at 200 sticks
  - ⇒ one discounted carton of Monarch Ultra Light 100s at 200 sticks
  - ⇒ one discounted carton of Monarch Lights Menthol 100s at 200 sticks
- Payment will be made based on the # of discounted cartons of Monarch reported on disc during the promotion period.

Allocations (cs)

1 Monarch Full Flavor 100s (12M)
1 Monarch Lights 100s (12M)
1 Monarch Ultra Light 100s (12M)
1 Monarch Lights Menthol 100s (12M)

Delivery Date 9/22/97

EFT $ Amount 2,395.67

Displays 58

Display Assembly

- **Black line** and sticker 58 cartons of Monarch FF100s @.30 off per pack
- **Black line** and sticker 58 cartons of Monarch Lt100s @.30 off per pack

51849 1373

Source: https://www.industrydocuments.ucsf.edu/docs/xqfy0000

Monarch

R.J. Reynolds Tobacco Company Presents
September '97 **MONARCH** DPC PROMOTION

Account: **Middlesex Tobacco #423360**

Brand Promotion	*Monarch* ..30 off per pack 4 carton display

Display Assembly (continued from page 1)	♦ **Black line** and sticker 58 cartons of Monarch UL100s @.30 off per pack ♦ **Black line** and sticker 58 cartons of Monarch LtMen100s @.30 off per pack • Place 10 stickered packs of each of the 4 styles of Monarch in each Monarch display (previously shipped to you)
Billing	1 Monarch Full Flavor 100s @3.00 per carton off invoice. 1 Monarch Light 100s @3.00 per carton off invoice. 1 Monarch Ultra Light 100s @3.00 per carton off invoice. 1 Monarch Light Menthol 100s @3.00 per carton off invoice.
Displays shipped to retail procedures required to receive .10 per ctn Plan G Category II Payment:	• Send a display to each account on attach prebooks beginning **9/22/97.**
You will be credited with the following estimated September monthly Category II payment if all displays are sent to accounts on attached list by October 3rd:	**$4,100.00***
Packing and shipping payment	28.00 per 12M case of Live product

*Must make Savings share of category goal (no more than 2% below base) to collect this $

Note: Voice mail 800-757-8255 mail box #48795 if you have any questions.

51849 1374

Source: https://www.industrydocuments.ucsf.edu/docs/xqfy0000

MAILFILE

8 September1997

R . J. REYNOLDS TOBACCO COMPANY

Winston-Salem, N.C. 27102
(910)741-5000

TO: L T WOLFE
3 COPPERMINE VLG
FLEMINGTON NJ 08822

FROM: RJ REYNOLDS TOBACCO COMPANY
401 NORTH MAIN STREET
WINSTON-SALEM, NC 27102

THE FOLLOWING ITEMS HAVE BEEN SHIPPED TO: MIDDLESEX TOBACCO CO 1330XX
SIS ACCOUNT NUMBER 423360
450 FLORIDA GROVE RD
PERTH AMBOY NJ 08861
FROM ADVANCE NC BY NEW YORK CAROLINA EX BILL LADING NUMBER 25170036
ON 09/08/97:

ORDERED	SHIPPED	BACKORDER	ITEM NO.	ITEM DESCRIPTION
64	64		527231	MONARCH DPC DISPLAYS-2ND QTR

YOUR COMPLETE SHIPMENT IS ESTIMATED TO ARRIVE ON 09/11/97.

REFERENCE ORDER NUMBER 7247-0596 ON ANY INQUIRIES ABOUT THIS SHIPMENT WHICH WAS ENTERED 09/04/97.

FOLLOWING SHIPPING INSTRUCTIONS WERE PRINTED ON THE BILL OF LADING:
DPC MONARCH SHIPPERS ORDERED BY L. WOLFE

51849 1375

Source: https://www.industrydocuments.ucsf.edu/docs/xqfy0000